

Message Text

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ACTION EA-09

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FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: OPERATIONS MARKET RESEARCH SCHEDULE/FY '78 MARCH SHOW

REF: USDOC 05152

1. POST INITIATING MICROWAVE MARKET RESEARCH STUDY
WITH A.T. KEARNEY, PROCEEDING WITH DESK STUDY FOR
FIBER-OPTICS. A.T. KEARNEY MARKET RESEARCH DUE O/A
JUNE 3, EXPECT COMPLETION FIBER-OPTICS DESK STUDY O/A
MAY 16.

2. POST WISHES TO POINT OUT THAT ALTHOUGH MICROWAVE
THEME OFFERS GOOD MARKET POTENTIAL PER SE, THE LAST
EXHIBITION THIS THEME ACCOUNTED FOR ONLY DOL 5.9 MILLION
IN IMMEDIATE AND PROJECTED SALES, OR APPROX. ONE-HALF
OF THE RESULT OF AN AVERAGE TTC EXHIBITION IN CY '76.
IN VIEW OF ANNOUNCED REDUCTION TO SIX OFFICIAL TC EVENTS
IN FY 78, AND HUGE US/JAPAN TRADE IMBALANCE, POST
BELIEVES EACH OFFICIAL TC EXHIBITION SHOULD BE ONE THAT
WILL MAXIMIZE TOTAL SALES RESULTS FROM PRODUCT THEMES
OFFERING OPTIMUM POTENTIAL SALES; THEMES SUCH AS MICRO-
WAVE WOULD BEST BE EXPLOITED BY A MF/BSP OR MF/BSP-JEEP.

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3. WHILE POST DOES NOT COMPLETELY ACCEPT FACT THERE
IS NO MARKET FOR TELCOMMUNICATIONS EQUIPMENT, IT DOES
BELIEVE PRIVATE SECTOR OPPORTUNITIES EXIST AND THAT THE
THEME SHOULD BE OFFICIALLY RESEARCHED IN ORDER TO DEFINE
MARKET OPPORTUNITIES OR LIMITS. MANY ITEMS CAN BE
IMPORTED BY PRIVATE SECTOR FOR ADD-ON TO EXHISTING SYSTEMS,
I.E., MODEMS, FASCIMILE EQUIPMENT, TERMINALS, ETC.

THE SUGGESTION TO INCLUDE TELECOMM AND DATACOMM EQUIPMENT ALONG WITH MICROWAVE IN A COMMUNICATIONS EXHIBITION WAS MOTIVATED BY POST DESIRE TO MAXIMIZE SALES THROUGH AN EXPANDED THEME DIRECTED TO THE SAME SALES AUDIENCE.

4. POST STILL BELIEVES EXPANDING MICROWAVE EXHIBITION TO INCLUDE DATACOMM AND TELECOMM ETC. EQUIPMENT, MOST DESIRABLE FOR TC SHOW. HOWEVER, IF USDOC STILL OPPOSED TO EXPANDED THEME, AND AGREES WITH POINT 3, POST COULD MOUNT MICROWAVE AS MF/BSP AND SUBSTITUTE ANOTHER EVENT SUCH AS A COMMUNICATIONS EXHIBITION FEATURING SYSTEMS, DATACOMM, FASCIMILE AND OTHER EQUIPMENT THAT COMPLEMENTS LOCALLY MANUFACTURED ITEMS USED IN PRIVATE SECTOR SYSTEMS AS OFFICAL TC EVENT. SEPT'75 A.T. KEARNEY STUDY ON COMMUNICATIONS EQUIPMENT AND APRIL '76 PACIFIC PROJECTS STUDY ON COMPUTERS AND PERIPHERAL EQUIPMENT COULD BE UPDATED AS NECESSARY, DEPENDING UPON AVAILABILITY OF FUNDS. ADVISE.
SHOESMITH

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